HFS Top 10 Healthcare Services 2018 — Excerpt for Cognizant

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Transforming healthcare operations is essential for survival. The pace of change, complexity, and uncertainty in the healthcare industry potentially exceeds any other sector. Consequently, the role of third parties is no longer just supporting “business-as-usual,” but helping payers and providers drive “meaningful change.”

—Saurabh Gupta, Chief Strategy Officer
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Introduction, methodology, and definitions
Introduction

- Transforming healthcare operations is essential for survival. The pace of change, complexity, and uncertainty in the healthcare industry potentially exceeds any other sector. Consequently, the role of third parties is no longer just supporting “business-as-usual,” but helping payers and providers drive “meaningful change.”
- The HFS Top 10 healthcare services report examines the role service providers play in the dynamic healthcare industry. We assessed and rated the healthcare-specific service capabilities of 20 service providers across a defined series of innovation, execution, and voice of the customer criteria. The report highlights the overall ratings for all 20 participants and the top five leaders for each sub-category.
- The assessment in the report is based on service providers to healthcare payers and providers across the globe. It does not include life sciences (pharma, biotech, and med-tech) in scope.
- This report also includes detailed profiles of each service provider, outlining their overall and sub-category rankings, provider facts, and detailed strength and development opportunities.
- The report specifically focuses on industry-specific capabilities for the healthcare sector (payers and providers), as defined in our healthcare value chain. It does not focus on horizontal IT or BPS services such as application management or finance and accounting outsourcing, which may be delivered to healthcare clients.
Service providers covered in this report

- Accenture
- Cognizant
- Concentrix
- Conduent
- DXC
- DXC.technology
- EXL
- Infosys
- NTT Data
- HCL
- Sutherland
- HGS
- Firstsource
- Genpact
- Hexaware
- WNS
- Tata Consultancy Services
- Tata
- Wipro
- Tech Mahindra
- Optum
- Teleperformance
Research methodology

The Healthcare Top 10 services report assessed and scored service providers across execution, innovation, and voice of the customer criteria. The inputs to this process were detailed RFI with 20 service providers, reference checks with nearly 40 healthcare clients, briefings with leaders of healthcare services practices within service providers, HFS surveys with 350 Global 2000 enterprises, and publicly available information sources. The assessment in the report is based on services provided to healthcare payers and providers across the globe. It does not include life sciences (pharma, biotech, and med-tech) in scope.

Ability to execute
- Size and experience of healthcare practice including healthcare revenues and the scale of healthcare BPM and IT services
- Geographic mix of healthcare clients across North America, Europe, Asia-Pacific, and other regions
- Healthcare industry presence across payers, providers, and government
- Depth and breadth of industry-specific offerings across the healthcare value chain

Innovation capability
- Clear vision for the healthcare industry including credibility of go-to-market strategy and strong understanding of industry trends and challenges
- Innovative solutions including platform-offerings, deployment of intelligent automation, and development of internal IP
- Recent (2017-2018) investments in inorganic growth and development of partnership ecosystem
- Co-innovation and collaboration with clients including creative commercial models

Voice of the customer
- Direct feedback from enterprise clients via reference checks, HFS surveys, and case studies critiquing provider performance and capabilities

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The HFS healthcare operations value chain provides a comprehensive overview of services for the healthcare industry focused on healthcare payers, providers, and “payviders”

<table>
<thead>
<tr>
<th>Industry specific</th>
<th>Claims administration</th>
<th>Member management</th>
<th>Provider management</th>
<th>Health and care management</th>
<th>Administration</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Claims adjudication and processing</td>
<td>• Account setup</td>
<td>• Provider credentialing</td>
<td>• Population health and wellness</td>
<td>• Customer service</td>
</tr>
<tr>
<td></td>
<td>• Payment integrity</td>
<td>• Eligibility and enrolment</td>
<td>• Provider data management</td>
<td>• Utilization management</td>
<td>• Marketing and sales</td>
</tr>
<tr>
<td></td>
<td>• Complaints and appeals</td>
<td>• Billing</td>
<td>• Contracting</td>
<td>• Care coordination and case management</td>
<td>• Finance and accounting and revenue cycle</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Benefit management</td>
<td>• Network management</td>
<td>• Remote monitoring support</td>
<td>• Procurement and supply chain</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>• Talent and HR</td>
</tr>
</tbody>
</table>

Enabling Technologies
- RPA
- Artificial intelligence
- Smart analytics
- Blockchain
- IoT
- Cloud
- Mobility
- Social media
- Augmented/virtual reality

Horizontal Business Processes
- Customer engagement
- Human resources
- Procurement
- Finance and accounting
- Payroll
- Legal and compliance

Horizontal IT Processes
- Planning, design, and implementation
- Application development and maintenance
- Infrastructure management
- Security

Note: The assessment in the report is based on services provided to healthcare payers and providers across the globe. It does not include life sciences (pharma, biotech, and med-tech) in scope.
Source: HFS Research, 2019
HFS developed the industry value chain concept to graphically depict our understanding of the processes and functions that specific industries engage in to operate their businesses.

HFS’ industry value chain for healthcare operations provides a comprehensive overview of services for the healthcare industry focused on healthcare payers, providers, and “payviders.”

Industry-specific processes include the following specific value chain functions:

- **Claims administration** — Processes related to administration and management of claims through the contract life cycle;
- **Member management** — Processes related to the enrollment, administration, and management of members;
- **Provider management** — Processes related to the management of provider information and relationships as well as contracting and management of the healthcare network;
- **Health and care management** — This process deals with care management and remote monitoring, which includes a set of activities that is intended to improve patient care, reduce the need for medical services, and help patients effectively manage health conditions;
- **Health intelligence** — Driving actionable insights around quality and compliance (e.g., STARS, CAHPS, HEDIS), patients, market segments, and waste, fraud, and abuse analytics.
• **Enabling technologies** — As core healthcare services revenue continues to increase, these change agents help in optimizing operations and even enabling new revenue streams. They include elements such as RPA and AI, IoT, and smart analytics. We view them as horizontal as they can be used across healthcare enterprises and leveraged for both horizontal and industry-specific processes. Our research on these topics will focus on how they are being utilized within healthcare firms, which service providers are bringing them to the table, and what real business impact is being realized.

• **Horizontal IT and business processes** — Enterprises in all sectors have a range of consistent business and IT processes that are essential to running their businesses but are executed similarly regardless of industry. We refer to these as horizontal processes and have segmented them by IT and business functions. Our industry-specific coverage of these areas will focus on instances where something unique has been developed for the healthcare industry, such as cloud-based services or cognitive agents supporting technical support. In addition to industry coverage of these horizontal topics, they will also be well covered as part of our functional research dimension.

• Our coverage of the healthcare sector will examine core value chain processes across industry-specific and horizontal functions with an emphasis on the impact of critical change agents.
Executive summary
Transforming healthcare operations is essential for future survival. The pace of change, complexity, and uncertainty in the healthcare industry potentially exceeds any other sector. Consequently, the role of third parties is no longer just supporting “business-as-usual,” but to help payers and providers drive “meaningful change.”

The top 10 leaders in healthcare services are Cognizant, Accenture, Optum, NTT DATA, DXC, Wipro, Conduent, Concentrix, Infosys, and HGS. These firms exhibited a strong mix of service execution excellence, applied innovation, and vision, and verified customer satisfaction to rise to the top of our healthcare study.
The HFS Top 10 healthcare service results
<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Cognizant</td>
<td>Leveraging its deep US client base and strong platform capabilities to “simplify healthcare”</td>
</tr>
<tr>
<td>#2</td>
<td>Accenture</td>
<td>Truly global and scaled consulting and execution capabilities driving continued innovation to healthcare clients</td>
</tr>
<tr>
<td>#3</td>
<td>Optum</td>
<td>100% healthcare focus with a powerful combination of consulting, platform, and managed services</td>
</tr>
<tr>
<td>#4</td>
<td>NTT Data</td>
<td>50+ years of healthcare managed services with a vision to accelerate clients’ digital agendas</td>
</tr>
<tr>
<td>#5</td>
<td>DXC</td>
<td>Enabling enhanced and sustainable healthcare outcomes across the large CSC+HPE client base</td>
</tr>
<tr>
<td>#6</td>
<td>Wipro</td>
<td>Balanced portfolio of IT and business services backed by strong platforms and automation accelerators</td>
</tr>
<tr>
<td>#7</td>
<td>Conduent</td>
<td>Connecting the entire healthcare ecosystem with strong client base and investments in emerging tech.</td>
</tr>
<tr>
<td>#8</td>
<td>Concentrix</td>
<td>Bold go-to-market strategy to drive outcomes by focusing on the end-to-end patient experience</td>
</tr>
<tr>
<td>#9</td>
<td>Infosys</td>
<td>Infusing next-gen technologies in healthcare to create differentiated, agile, and localized solutions</td>
</tr>
<tr>
<td>#10</td>
<td>HGS</td>
<td>Domain expertise across payers and providers and collaborative culture helping bridge the gap between healthcare, wellness, and consumerism</td>
</tr>
<tr>
<td>#11</td>
<td>EXL</td>
<td>Driving healthcare business outcomes with an integration of domain, analytics, platform, and intelligent automation</td>
</tr>
<tr>
<td>#12</td>
<td>TCS</td>
<td>Investing in machine-first delivery model (MFDM) and platform-based offering to help healthcare clients leverage latest digital technologies</td>
</tr>
<tr>
<td>#13</td>
<td>HCL</td>
<td>Technology-led solutions driven by a mode 1-2-3 strategy to help its healthcare clients be future ready</td>
</tr>
<tr>
<td>#14</td>
<td>Teleperformance</td>
<td>Driving patient-focus by connecting the healthcare front, middle and back office</td>
</tr>
<tr>
<td>#15</td>
<td>Sutherland</td>
<td>Providing outcome-driven services to healthcare clients leveraging a digital-first mindset</td>
</tr>
<tr>
<td>#16</td>
<td>WNS</td>
<td>Bringing together healthcare domain, process, and analytics expertise to capitalize on industry’s disruptive trends</td>
</tr>
<tr>
<td>#17</td>
<td>Genpact</td>
<td>Digital solutions for healthcare backed by domain expertise and process experience</td>
</tr>
<tr>
<td>#18</td>
<td>Tech Mahindra</td>
<td>Leveraging emerging technologies to drive “patient-centric” healthcare solutions</td>
</tr>
<tr>
<td>#19</td>
<td>Firstsource</td>
<td>Financial outcome driven provider and payer services</td>
</tr>
<tr>
<td>#20</td>
<td>Hexaware</td>
<td>Automation driven digital transformation for healthcare payers and providers</td>
</tr>
</tbody>
</table>

Note: The assessment in the report is based on services provided to healthcare payers and providers across the globe. It does not include life sciences (pharma, biotech, and med-tech) in scope.

Source: HFS Research, 2019
## HFS Top five healthcare sector service providers by individual assessment criteria

<table>
<thead>
<tr>
<th>Rank</th>
<th>Overall</th>
<th>Size and experience</th>
<th>Execution</th>
<th>Innovation</th>
<th>Voice of the customer</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Revenue</td>
<td>BPM scale</td>
<td>services</td>
<td>North America</td>
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<td>#1</td>
<td>Cognizant</td>
<td>OPTUM</td>
<td>OPTUM</td>
<td>Cognizant</td>
<td>NTT Data</td>
</tr>
<tr>
<td>#2</td>
<td>accenture</td>
<td>Cognizant</td>
<td>HGS</td>
<td>NTT Data</td>
<td>Cognizant</td>
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<tr>
<td>#3</td>
<td>OPTUM</td>
<td>CONDUENT</td>
<td>CONDUENT</td>
<td>OPTUM</td>
<td>CONDUENT</td>
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<td>#4</td>
<td>NTT Data</td>
<td>NTT Data</td>
<td>accenture</td>
<td>DXC</td>
<td>technology</td>
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<tr>
<td>#5</td>
<td>DXC</td>
<td>technology</td>
<td>accenture</td>
<td>DXC</td>
<td>technology</td>
</tr>
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**Notes:**
- The assessment in the report is based on services provided to healthcare payers and providers across the globe. It does not include life sciences (pharma, biotech, and med-tech) in scope.
- Service providers assessed: Accenture, Cognizant, Concentrix, Conduent, DXC, EXL, Firstsource, Genpact, HCL, Hexaware, HGS, Infosys, NTT Data, Optum, Sutherland, TCS, Tech Mahindra, Teleperformance, Wipro, and WNS

Source: HFS Research, 2019
Healthcare industry-specific service capabilities heatmap

**HFS Top 10**

<table>
<thead>
<tr>
<th>HFS Top 10 Rank</th>
<th>Service provider</th>
<th>Claims Administration</th>
<th>Member Management</th>
<th>Provider Management</th>
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<tr>
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<tr>
<td>#4</td>
<td>NTT DATA</td>
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<td>#6</td>
<td>Wipro</td>
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<td>#7</td>
<td>Conduent</td>
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<td>#8</td>
<td>Concentrix</td>
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<td>#9</td>
<td>Infosys</td>
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<tr>
<td>#20</td>
<td>Hexaware</td>
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</table>

- We asked **leaders within healthcare payers and providers** to identify the strengths of service providers across the healthcare value chain.
- We then asked **service providers** to rate their healthcare-specific offerings on a maturity scale.
- The heatmap provides a **combined view** of buyer experience with providers and provider-identified capabilities rolled up for each segment.
- **Claims administration and member management** is the **most mature segment of healthcare offerings**. These include services such as claims adjudication and processing, payment integrity, complaints and appeals, account setup, eligibility and enrolment, billing, and benefit management.
- **Health and care management** is the **least mature segment of offerings**. These include services such as population health and wellness, utilization management, care coordination and case management, and remote monitoring support.
- Please refer to our [healthcare value chain](#) for more detail on the offerings in each segment.
Healthcare service provider profiles
Leveraging its deep US client base and strong platform capabilities to “simplify healthcare”

**Strengths**

- **Deep US client base across payers and providers.** More than 400 payers including all of the top 10 US healthcare plans, over 340 health systems, over 347,000 care providers, 13 state governments, and 30 state and federal exchanges.

- **Driving innovation across the healthcare continuum.** Cognizant’s 2020 vision of simplifying healthcare across the front, middle, and back office leveraging its digital business, digital operations, and digital systems and technology is aligned with HFS’ OneOffice framework for the industry.

- **Significant platform investments in healthcare.** The acquisitions of Trizetto, Bolder, and TMG backed by its comprehensive healthcare focused strategic partnership ecosystem has allowed Cognizant to become a market leading healthcare platform and services provider.

**Development opportunities**

- **Expand outside US.** Ninety-nine percent of Cognizant’s healthcare revenues are accounted for by clients in North America. Healthcare spending across the globe is rapidly increasing, presenting a good growth opportunity for Cognizant given its experience across payers, providers, and the government in the US.

- **Move beyond a healthcare service provider to an orchestrator and platform.** Cognizant will leverage the breadth and depth of its healthcare client relationships to orchestrate future collaborative ecosystem-driven solutions using emerging technologies such as blockchain that require collaboration across multiple entities of the ecosystem.

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**Acquisitions in 2017 and 2018: Bolder Healthcare Solutions:**

- **Provider of revenue cycle management (RCM)** solutions to hospitals, physician practices, and other specialist healthcare organizations in the US (March 2018)

- **T2C Top Tier Consulting:** A provider of strategy, operations, IT, and business intelligence consulting to payers, providers, life sciences, and government clients (September 2017)

- **TMG Health:** Service provider for government managed healthcare programs in the US (August 2017)

**Partnerships:**

- **Healthcare:** Cigna, MongoDB, 3M, Cactus, Milliman, TransUnion, Optum, Tibco, OnBase, LexisNexis, Quadrant, RedSpring

- **Infrastructure:** Microsoft, HP, Cisco, Oracle, ServiceNow, RedHat, Symantec, Hitachi, Avaya

- **RPA and CRM:** Pega, Salesforce, Dynamics

- **Data, analytics, and AI:** Microsoft, Informatica, Talend, CognitiveScale, Compellon, IBM, Splunk, QlikView

- **Cloud:** AWS, Google, IBM, SAP, Oracle, Microsoft, vmware, workday, citrix

**Number of healthcare clients:** 150 BPS clients and 725 IT services clients across payers, hospitals, and health systems

**Revenue mix:** 99% North America

**Key clients:**

- CVS Aetna
- Anthem
- Centene
- Cigna
- Express Scripts
- Embleem Health
- HCSC
- Kaiser Permanente

**Headcount:** 37,000

**Locations and delivery centers:**

- North America: 6 locations in United States
- Asia: 6 locations in India and 2 in the Philippines

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**Relevant acquisitions and partnerships**

**Key clients and revenue mix**

**Global operations and resources**

**Recent developments in support of healthcare sectors**

- **October 2018:** Acquired digital engineering leader Softvision, which has clients in financial services, retail, consumer products, and healthcare.

- **September 2018:** Acquired Advanced Technology Group to expand cloud quote-to-cash capabilities; its clients include major financial services, healthcare, communications, and technology organizations.

- **August 2018:** Acquired Saas focus to expand salesforce cloud consulting capabilities.
About the authors
Saurabh oversees HFS’ global research function managing the global team of analysts across US, Europe, and Asia-Pac. He works closely with the CEO to set the strategic research focus and agenda for HFS Research, understanding and predicting the needs of the industry and ensuring that HFS maintains its position as the strongest impact thought leader for business operations and services research.

As an analyst, Saurabh leads our coverage for horizon 3 change agents such as blockchain, business services (such as finance & accounting and supply chain) as well as overarching and cross-cutting themes under the OneOffice concept like digital change management.

Mayank Madhur is a Knowledge Analyst at HFS Research, supporting different practice leads in area of Industry Research, IoT and Blockchain by working on secondary research, data analysis, PoVs and research writing.

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